OMNITURE®

Omniture® SiteCatalyst® ClickMap

Get answers to the questions that drive you crazy!

USER MANUAL

OVERVIEW

No one has more experience than Omniture in helping large, complex web sites answer the tough questions that drive their online success. SiteCatalyst by Omniture has a time-tested technology that has resulted in an impressive portfolio of marquee names, such as eBay, AOL Time Warner, Gannett, Microsoft, MediaNews Group, and Autobytel. Get answers to the questions that drive you crazy.

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SiteCatalyst ClickMap

This document describes the SiteCatalyst ClickMap tool. This tool is designed to let you see your Web site analytics directly on your Web site. The document gives an overview of the tool, installation procedures, and directions for using the ClickMap tool.

ClickMap Overview

ClickMap is an Internet Explorer plug-in, and a module of SiteCatalyst, that allows Omniture clients to visually measure traffic, conversion and success metrics within the pages of a Web site. These metrics are overlaid on top of the page's links and answer critical questions, including the following:

- What is the value of an individual page on your site?
- What is the value of an individual element on a web page?
- What is the most valuable "digital real estate" on your page?

SiteCatalyst ClickMap lets you answer these questions and more at a glance. A visual display highlights the most relevant elements on your Web page and calculates the overall value of that page to your site's success, based on the following items.

- Revenue, Orders, Checkouts, and more
- Cart Additions
- Conversion Funnels and Ratios
- Any other success metric you define

ClickMap is just one of the many features SiteCatalyst uses to provide real-time, bottom-line information that quantifies the effectiveness of Web site and marketing initiatives. Going beyond simple data points about historical site activity, SiteCatalyst provides actionable information that allows immediate action on factors that most affect success. Basic ClickMap metrics are included by default with SiteCatalyst services, and conversion and custom metrics may be added by contacting your Omniture Account Executive. Data collection to support ClickMap is enabled automatically during SiteCatalyst implementation. ClickMap does not require additional implementation effort, nor does it require adding code to the HTML pages. ClickMap functions automatically after the JavaScript (.js) file is placed on the page.

Installing the ClickMap Plug-in

The ClickMap plug-in requires one of the following operating systems:

- Microsoft Windows 98 or later
- MAC OS X 10.3.x or later

The following browsers are supported:

- Microsoft Internet Explorer version 5.5 or later
- Mozilla Firefox 1.5 or later

To install the plug-in, you must be logged into your operating system with administrator rights to install applications. You download the plug-in from within the Omniture Suite. The following are also necessary:

- You must have the be able to download signed ActiveX controls
- Script ActiveX controls must be marked safe for scripting.
- JavaScript must be enabled

To download ClickMap

1. Log in to the Omniture Suite.
2. In the menu on the right, click **Analysis Tools** > **ClickMap**.
3. Click **Install the Click Map Plug-in**.
4. Use your Operating system tools to install ClickMap.

NOTE: You may need to install active x controls, or click specific tools in your Web browser to enable the installation to proceed.

5. Click **Close Window**.
6. Restart your computer.

Logging in to ClickMap

After you install the ClickMap Plug-in, the ClickMap icon displays in the Standard Buttons Toolbar in your Web browser. The following procedure explains the process to login to and use ClickMap.

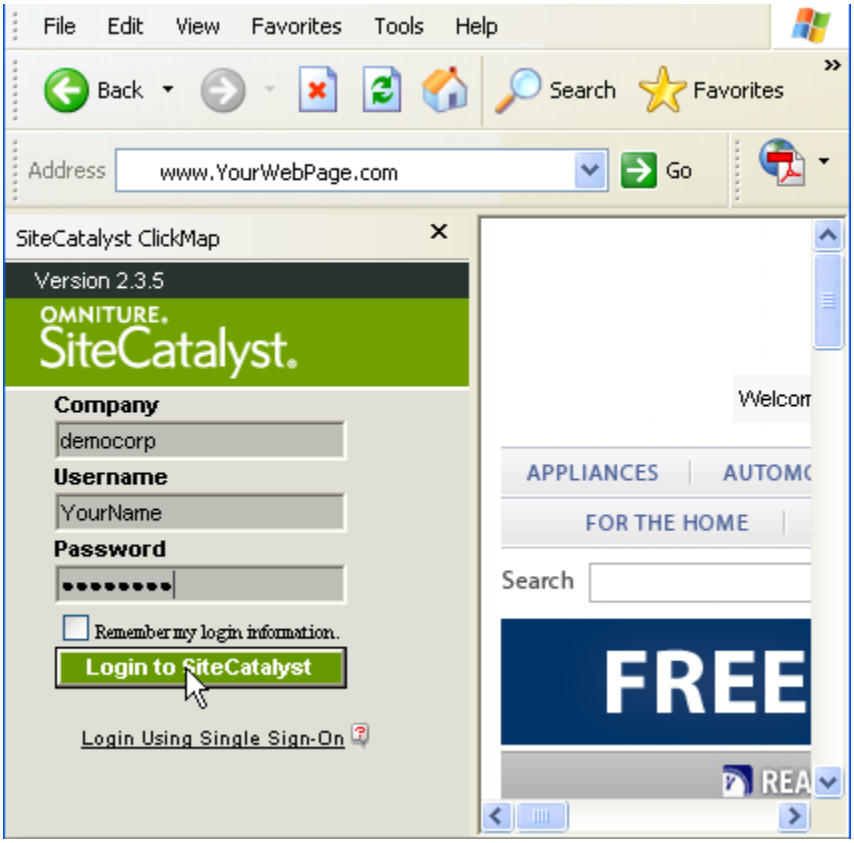
To log in to ClickMap

1. Open your browser.
2. Navigate to the desired Web page.
3. Click the ClickMap Icon.

Figure 1.1: ClickMap Icon Highlighted

4. Log in to ClickMap with your SiteCatalyst username and password.

Figure 1.2: ClickMap Login



5. Click **Login to SiteCatalyst**.

   The successful login will displays a color overlay on the selected web page. The overlay displays different color shades to show link usage - the darker the color, the more clicks.

ClickMap Data Overlay Display

The ClickMap data overlay is a visual representation of your Web site Statistics. When you see the overlay, clickable areas of your Web page have box overlays that appear darker on the screen depending on the number of clicks the users clicked on the link. When you hold your mouse over any overlay area, a popup appears that displays the metric you have selected, nd the tank of that link compared to all links on your Web pages. Figure 1.3 displays an example of an overlay screen.

Figure 1.3: Web Page with ClickMap

SiteCatalyst ClickMap
Version 2.3.5
Logout
SiteCatalyst.
Site/Segment: Omniture.com
Page: Omniture: Homepage
ClickMap Options
Reporting Date: 2007
Reporting Metric: Clicks
0%
10.00%
Overlay: Transparent
Opaque
Auto Flag: 5 Top Values
Display Page
Display Overlays Refresh Overlays
Page Metrics
Total Page Views: 1,375,969
% of all Page Views: 36.3%
Entry Count: 1,114,343
Exit Count: 990,063
Single Page Visits: 955,790
Avg Clicks to Page: 0.1
Avg Time Spent on Page: 3.5 min
Number of Reloads: 107,874
Related Reports
Some Links not Found Tell me more.
Page Summary Report
Next Page Flow Report
Most Popular Pages Report
Omniture® ClickMap
© 1996-2007 by Omniture, Inc. Patents Pending
License and Trademark Information
CONFIDENTIAL
Clicks: 1,897
(11/112)
SERVICES
RESOURCES
EDUCATION
PARTNERS
COMPANY
CONTACT
THE LEADER IN ONLINE BUSINESS OPTIMIZATION
CLIENT LOGIN
7 STEPS TO INCREASING WEBSITE CONVERSION
Mikel Chertudi, Senior Director Online Marketing, Omniture
7 Steps to Increasing Website Conversion
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1. Identify conversion goals and KPI's
2. Define and acquire target profiles
3. Organize and optimize site structure
4. Develop a compelling message
5. Place effective calls to action
6. Enhance shopping cart
7. Test, measure, and refine
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Advanced Segmentation
SiteCatalyst Tour & Information
Discover Tour & Information
Download: Segmentation Guide
SEARCH ENGINE MARKETING
Search Automation
SearchCenter Tour & Information
Advanced Search Marketing Guide
Datasheet: SearchCenter
OMNITURE CONSULTING
Innovative Marketing & Analytics
Omniture Best Practices
Advanced Custom Implementation
Organizing Analytics for Results
> VIEW CUSTOMER SHOWCASE
AVEDA
roxio
On-Demand Webinars
Jupiter Research & Overstock.com: 3 Retail Strategies to Drive Holiday Sales 10.18.07
True Integrated Marketing with Forrester Research 10.18.07
Optimizing Web Interactions with On-Site Behavioral Targeting 10.17.07
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Digitaria Creates Analytics Practice Around Omniture 10.08.07
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Omniture in the News
NHL.com turns to analytics to check online consumer access points
Case Study: How to Redesign News Site for Old and New Readers
Omniture practices what it preaches
View all
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In Figure 1.3 the cursor is currently hovering over the Omniture link, and the popup shows the information. Changing the Reporting Metric in the menu on the left alters the data shown in the popup. If you want the popup flag to remain after you move your mouse, you can click the thumbtack icon to keep the flag on place.

Additionally, the overlay over the Client Login link is much darker than the other overlays. This is because this link has been clicked more times that the others.

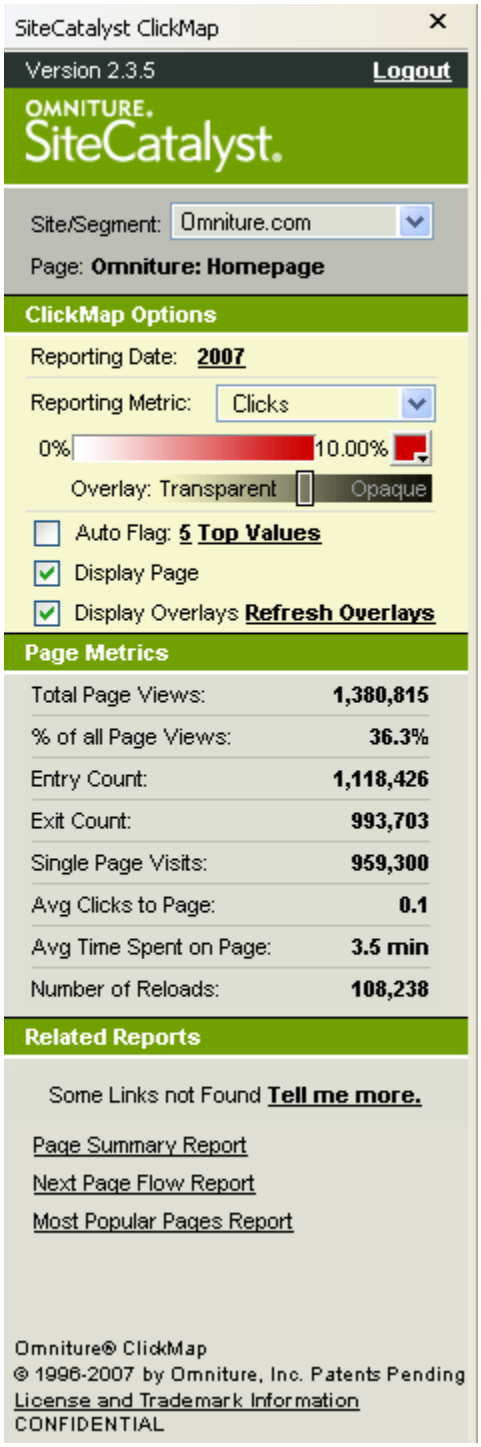
NOTE: The plug-in installation will fail if "Download signed ActiveX controls" is disabled within the Security Settings Tab in Internet Explorer. The plug-in requires JavaScript to be enabled for ClickMap to function properly. The page displayed must also contain the matching Report Suite ID (Site/Segment) that is selected in the pop-up menu in the ClickMap plug-in window.
Also, ClickMap Increases the size of your Web page to accommodate for pop-ups. If you hover over an overlay that displays to the right of your screen, you can scroll over to see the popup.

If frames exist in the Web page being tracked and reported with ClickMap, the plug-in searches each frame in the frames collection, starting from frame 0 until it finds the first frame with the SiteCatalyst tracking code and a matching Report Suite ID. This is the only frame within the frame set that displays the ClickMap data overlay (generally, only one frame has actual content that is tracked in SiteCatalyst). Multiple frames are not currently reported in ClickMap.

ClickMap Controls

To the left of your screen you see the ClickMap control set, shown in Figure 1.4. Each of these is described in this section.

Figure 1.4: ClickMap Controls



SITE/SEGMENT MENU

The Site/Segment menu links up the Web page with the correct data set. Select the setting the corresponds to the Web page you are analyzing. The page name that corresponds to the selected report segment displays beneath the menu.

REPORTING DATE

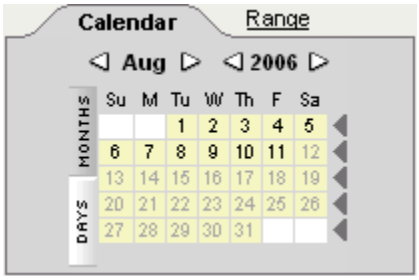
The link to the left of the reporting date opens a calendar tool that you can use to select the date range for ClickMap. If you select large date ranges, ClickMap requires more time to build the reports.

To use the calendar tool

1. Click the link to open to tool.

The calendar section lets you choose the time periods for which you view report statistics. The calendar tab gives you an opportunity to select standard periods of time, such as a day, week, month or year. The Range tab lets you select and view data over any other custom time period.

Figure 1.5: Calendar



To change the report date from the Calendar tab

1. To change the year, click one of the arrows next to the year at the top of the calendar. The year between the arrows changes accordingly. When you have found the desired year, click the year text. The year text will be unavailable (gray) if statistics are not available for that year.
2. To change the month, click one of the arrows next to the month abbreviation. The month between the arrows changes accordingly. When you have found the month you would like to view, click the month text. The month text will be unavailable (gray) if statistics are not available for that month.
3. To view by quarter, click the Months sub-tab and then click the left-arrow next to the desired three-month period.
4. To change the day, click the desired day in the main body of the calendar.
5. To view by week, click the Days sub-tab and then click the left-arrow next to the desired week.

NOTE: The Calendar always highlights the time period being viewed in yellow. Time periods that are available for viewing appear in bold font.

To change the report date from the Range tab

1. Click **Range**.

Figure 1.6: Calendar Range

2. To view a report for any of the preset time periods do one of the following:

a. Choose one of the options from the Select Preset drop-down box. The appropriate dates appear in the From and the To text boxes.

b. Choose the level of granularity from the Show By drop-down box ("Trended" view only).

c. Click **Run Report**.

3. To view a report for the time period you set:

a. Type a starting date in the From text box.

b. Type an ending date in the To text box.

c. You can also click Calendar icon next to either of these fields, then navigate to and choose the desired date from the pop-up calendar window.

d. Choose the level of granularity from the Show By drop-down box.

e. Click **Run Report**.

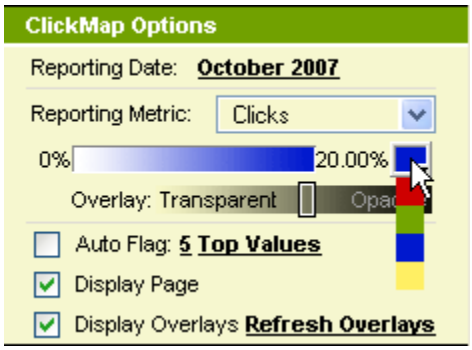
REPORTING METRIC

You can change the information shown in the report by changing the value in the reporting metric menu. These values are determined based on the data collected on your Web site. The default is number of clicks. When you change the value, ClickMap must rebuild the report. If you have selected a large date range, this can take several minutes.

CHANGE OVERLAY COLOR

You can change the color of the overlays to stand our better against the color of your Web pages. The available colors are red, green, blue, and yellow. AA menu shows the available colors, as shown in Figure 1.7.

Figure 1.7: Change Overlay Color



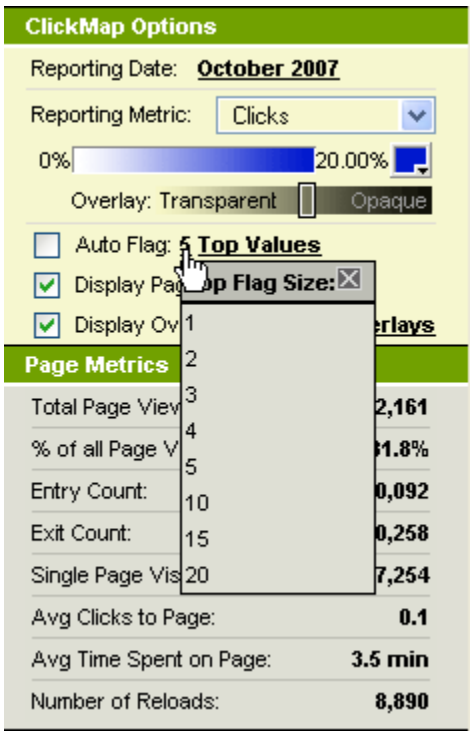
OVERLAY TRANSPARENCY

You can alter the transparency of the overlays to highlight them according to your preference. Click and slide the slide bar on the control to alter the setting. At fully opaque, you cannot see the Web page object under the overlay. At fully transparent, you cannot see the overlay, but you still see the popup if you place your mouse over the link. The tool to set this is directly below the color change tool in Figure 1.7.

AUTO FLAG TOP VALUES

When you click this check box, Click Map automatically displays, by default, popup data for the top five overlays. You can change this value by clicking the links to the left of the box. You can change the number and configure ClickMap to show the bottom values if you choose to do so. Figure 1.8 shows an example of the selection menu.

Figure 1.8: Change Value Settings



DISPLAY PAGE

When you clear this check box, the Web page is not visible, but you can see the overlays. This can be helpful when you want to clearly see all the overlays.

DISPLAY OVERLAYS

When you clear this box, the overlays do not display on your Web page, as though you were not running ClickMap. If you remove the overlays, and then want to view them again, you may need to click the link to the left of the box to refresh your report.

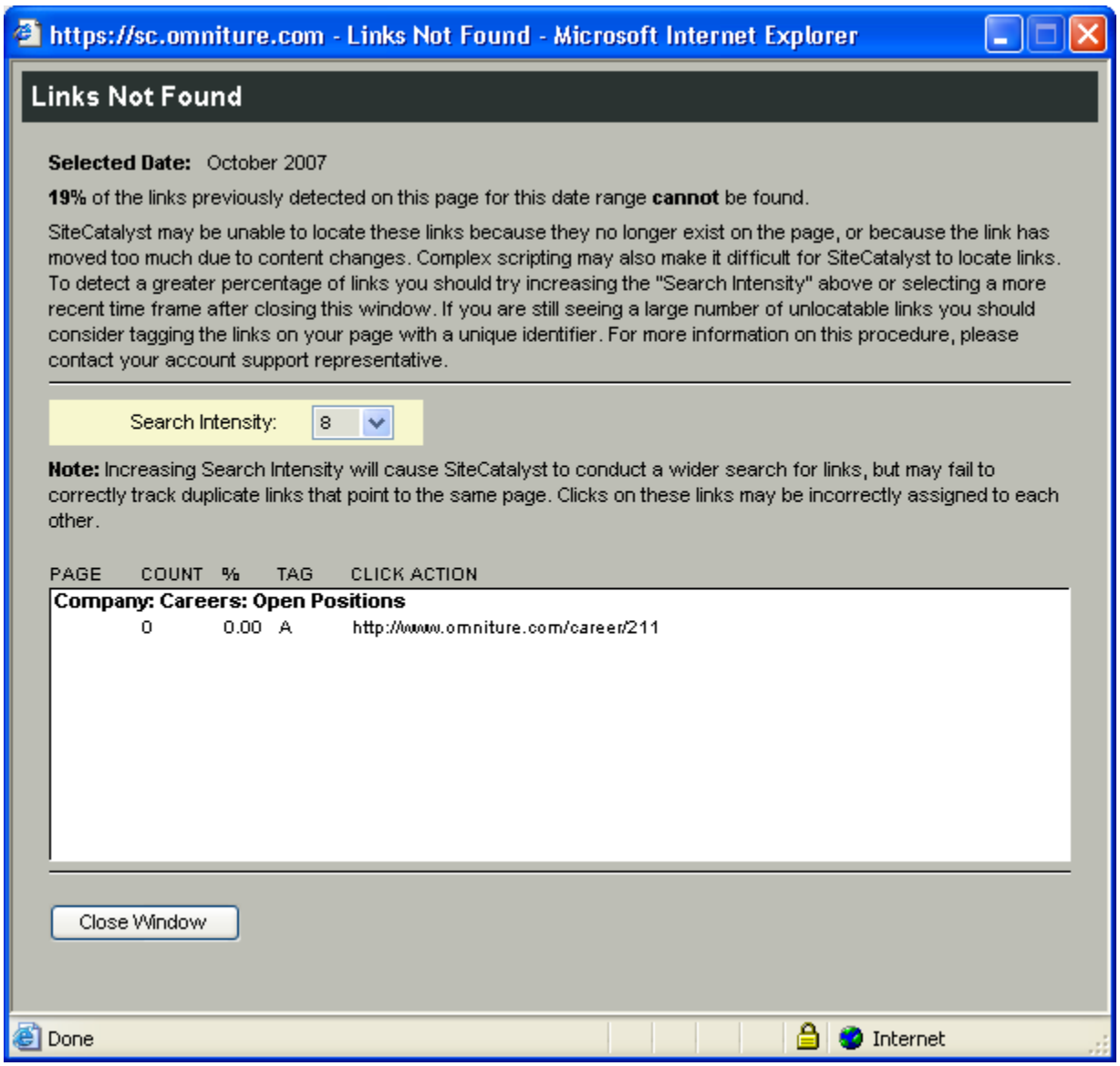
CHANGING SEARCH INTENSITY

On occasion if you have altered your Web pages, you may see a notice that some links were not found, as shown in Figure 1.9.

Figure 1.9: Missing Links Message

By default, ClickMap attempts to locate an object (link) on a page by searching within 16 objects of its previous or recorded location (a setting of 8 tells ClickMap to search eight objects above and eight objects below). By increasing the Search Intensity setting, this depth of searching may be increased. Search intensity may be increased by clicking the Tell Me More Link in ClickMap, and the pop-up window shown in fig displays.

Figure 1.10: Search Intensity Setting


https://sc.omniture.com - Links Not Found - Microsoft Internet Explorer
Links Not Found
Selected Date: October 2007
19% of the links previously detected on this page for this date range cannot be found.
SiteCatalyst may be unable to locate these links because they no longer exist on the page, or because the link has moved too much due to content changes. Complex scripting may also make it difficult for SiteCatalyst to locate links. To detect a greater percentage of links you should try increasing the "Search Intensity" above or selecting a more recent time frame after closing this window. If you are still seeing a large number of unlocatable links you should consider tagging the links on your page with a unique identifier. For more information on this procedure, please contact your account support representative.
Search Intensity: 8
Note: Increasing Search Intensity will cause SiteCatalyst to conduct a wider search for links, but may fail to correctly track duplicate links that point to the same page. Clicks on these links may be incorrectly assigned to each other.
PAGE COUNT % TAG CLICK ACTION
Company: Careers: Open Positions
0 0.00 A http://www.omniture.com/career/211
Close Window
Done
Internet

NOTE: According to the W3C's "document object model", all tags on a page - including HTML comments, <br>, <b>, and <p> tags - are counted as objects. Characters and text are not counted as objects. A single paragraph on a page could be increased from 10 to 10,000 characters and ClickMap would still accurately report all links. Generally speaking, this search feature allows ClickMap to easily handle most minor page changes. However, adding nine links to a page above a particular link would move it enough to affect its ClickMap reporting under the default search intensity setting. Of course, if the page is altered that much, it is questionable to what extent the ClickMap data collected prior to the change applies to the page anyway. Using a unique identifier in the "s_objectID" variable will overcome the need for searching because each link can be uniquely identified. For more information, see "Uniquely Identifying Links" on page 12.

Dynamic Menus

Sites that dynamically create menus when the menu is accessed for the first time (after page load) cannot be rendered by ClickMap. The ClickMap overlays are drawn before the user is able to click or expand any of the menus, so the objects do not yet exist. The clicks on these types of menus will be accounted for in the Search Intensity Settings Window. For more information on search intensity, "Changing Search Intensity" on page 7. ClickMap works better for dynamic menus that are created during page load, and are later toggled to display these hidden menu objects.

Individual menu items in pop-up menus (an HTML "select" menu), when used for navigation, are not tracked by ClickMap. Generally, the "Go" button used in conjunction with such menus are tracked instead since the button is the last item clicked.

ClickMap Data Collection

Data collection for ClickMap requires SiteCatalyst code version G.0 (G zero) or greater, and must be enabled by your Implementation Consultant for ClickMap. Within the SiteCatalyst code (.JS file), the "s_trackInlineStats" variable (replace s_ with s. for H code) must be set to "true" within the JavaScript tracking code. Once enabled, any object on a web page that includes this code will be tracked by the .JS code if it either has an HREF attribute or an ONCLICK event, or is a form input type of SUBMIT, BUTTON, or IMAGE. Macromedia Flash objects are not currently tracked automatically. Refer to the *Implementing Flash Tracking* white paper for more information on ClickMap and Flash.

NOTE: Clients using a version of SiteCatalyst code earlier than version G.7/G.8 should update to the latest version.

BROWSER REQUIREMENTS

ClickMap collects data in all Internet browsers. Additionally, browsers must support JavaScript and session cookies in order for the click to be measured by SiteCatalyst.

UNREPORTED EVENTS/DATA

The following events are not tracked by ClickMap because Internet browsers do not currently provide a mechanism to capture these events:

- Back or Forward browser buttons/menus
- Use of the History buttons/menus
- Clicks within Macromedia Flash objects, menus, and animations (Flash may be tracked by specific SiteCatalyst code)
- Navigation using the Favorites buttons/menus SiteCatalyst tracking code is able to support data collection for all browsers. However, ClickMap currently only attempts to display data tracked from Internet Explorer, Netscape/Mozilla, Firefox, Opera, and Safari on Microsoft Windows.

NOTE: Objects specially tagged using the "s_objectID" will be reported even for non-IE browsers. For more information about s_objectID, see "Uniquely Identifying Links" on page 12.

IDENTIFYING LINKS

Links are uniquely identified by the following pieces of information. The first four methods of identification are automatically obtained by the SiteCatalyst JavaScript code.

- Position relative to other objects in the HTML page
- "Action" - See "Internal Links" on page 10.
- Page Name (or URL, if s_pageName is not populated - replace s_ with s. for H code)
- Tag or object type (IMG, INPUT, BUTTON, etc.)
- Value of "s_objectID" attribute, which requires adding code to each link. When used, #1, 2, and 4 are ignored.

The 5th method of identification does require modifying the link, but it is the most reliable. It can be used on a limited number of "critical" links on a page in order to ensure the highest accuracy possible.

NOTE: A page name or URL (when page names are not used) can result in multiple pages reporting the link click-throughs on a more granular basis than is otherwise desired.

EXTERNAL VS. INTERNAL LINKS

Data collection for links is different, depending upon whether the link leads to an external page, or to another internal page on the site. Because of this, it is important to understand what is considered an "external" link, the effect of implementing only a portion of a web

site, and how Page Names and Page URLs (and query strings) affect ClickMap. The importance of "internal" and "external" links is as follows:

- Internal links store information in a session cookie on the page that the click occurs, and the information is sent on the next page. (For this reason, it is important that the pages that these links point to all have SiteCatalyst code implemented.) Note that if the user does not later navigate to another internal, implemented page, the data may not be sent.
- External links send the ClickMap data immediately. This results in an additional server call since it occurs after the "pageview" server call for the current page, and since there is no next page to "piggyback."

Internal Links

Links are considered internal if (1) the HREF attribute is identified as "internal", or if (2) the object to be tracked is a FORM element. For objects that have HREF attributes (a URL specified for the link), the "internal domain filter" variable is used to determine whether the link is internal. Within the JavaScript file, SiteCatalyst defines this domain filter variable, named "s_linkInternalFilter" (replace s_ with s. for H code). This filter specifies if ClickMap considers the link as an internal page - if the filter is included as a portion of the HREF (the destination URL), the link is considered internal.

The logic for defining internal links is as follows:

```
if (object clicked has an HREF attribute) {
   if (HREF scheme is "javascript:" AND object has an ONCLICK event) {
      Use ONCLICK to determine action
      } else {
      Use HREF to determine action (s_linkInternalFilter - replace s_ with s. for H code)
      }
   } else if (object is a FORM INPUT element) {
      if (type is SUBMIT or BUTTON) {
      Use VALUE to determine action
      Track as INTERNAL link
   }
   if (type if IMAGE) {
      Use SRC to determine action
      Track as INTERNAL link
   }
} else {
   Use ONCLICK to determine action
   Track as INTERNAL link
}
```

The "action" is either a part of the HREF, SRC, or OnClick. It is a portion of the data that is stored in the session cookie (or sent immediately for external links) that is associated with the link. Additionally, because all "Form" objects are assumed to be internal links, in many cases these links are not tracked by ClickMap if the Form is submitted to a site (or page) that is not implemented with SiteCatalyst code. For instance, a product page on http://www.mystore.com/ may submit a form to http://store.mystore.com/. The pages at store.mystore.com would need to be implemented in order to correctly track the clicks to the form elements.

Form elements other than Button, Submit, or Image may also be tracked. This is because a user can click on a text field or checkbox, proceed through the form by using the keyboard tab button, and then press Enter on the keyboard to submit the form. The last item clicked will be tracked as a result. If the "s_linkInternalFilter" variable (replace s_ with s. for H code) is left blank or not defined, all links will be defined as internal.

External Links

Any link not considered internal will be treated by ClickMap as external, and will be tracked as long as "s_trackExternalLinks" (replace s_ with s. for H code) is set to "true" (otherwise, links to external sites/pages will not be reported in ClickMap).

NOTE: The s_trackExternalLinks (replace s_ with s. for H code) variable also affects the "Exit Links" report within SiteCatalyst. A link can be forced to track as external by implementing the "s_linkType" variable (replace s_ with s. for H code) (set "s_linkType='e';" in order to designate the link as external).

In many cases, internal redirects may be used in order to redirect the user to a page offsite. In these cases, it is necessary to specify the redirect link as external (using the "s_linkType" variable (replace s_ with s. for H code) within the "onclick" event code) so that the data is captured. The redirect page is generally a server-based page and is not implemented with SiteCatalyst code. Here is an example of a redirect link within the HTML page:

```
<a href="redirect.cgi?dest=http://somesite.com/apage.html">External Link</a>
```

To implement as an exit link for both ClickMap and for the "Exit Link" report, add an "onclick" JavaScript as follows:

```
<a href="redirect.cgi?dest=http://somesite.com/apage.html"
onClick='s_linkType="e";s_linkName="LINK_NAME";s_lnk=s_co(this);
s_gs("REPORTSUITEID")'>External Link</a>
```

PAGE NAMES AND URLS

Pages are identified by Page Name (specified in the s_pageName variable - replace s_ with s. for H code), or by URL if the page name variable is not populated. The best practice for implementation of SiteCatalyst when ClickMap is to be used is to populate the "s_pageName" variable (replace s_ with s. for H code) uniquely for each page of the site (a "page" being defined as "when the links on the page are unique"). When the page name is not defined, the URL is used to define the page. By default, only the URI stem is used to uniquely identify each page and the query string is ignored. Shown below is an example of how the Page Name might be related to a URL consisting of both a URI stem and query string.

NOTE: To create multiple pages, "default.asp" is used.

Page Name	URI Stem	Query String
Home page	http://www.asite.com/default.asp	?content=homepage
Contact Us	http://www.asite.com/default.asp	?content=contactus

In this example, the URI stem is the same in both cases, although the overall URL indicates 2 completely unique pages. If the query string is not included on pages where Page Name is not populated, the links will appear that they are all on the same page. When reporting, some links will not be found. Some links may become confused with other links as a result.

The entire URL may be enabled for ClickMap in order to create sufficient link "uniqueness" to identify the page. This is accomplished by configuring the URL filter within SiteCatalyst, which must be completed by your Implementation Consultant. However, specific filters must be applied if the links contain user-specific data within the HREF. For instance, this might include session IDs, zip codes, and other data that is used to build the URL based on the data the user has entered. By default, the query string is ignored. The "s_linkLeaveQueryString" variable (replace s_ with s. for H code) in the JavaScript file is used only for link tracking.

NOTE: By enabling the query string for data collection, the page names within SiteCatalyst will also be affected. Before enabling this feature, ensure that the resulting SiteCatalyst reports will be acceptable (two URLs with different query strings will be reported as separate "pages"). In some cases, this will "break up" a page into too many different versions and report data that is too granular, which is especially true if the URLs contain any user-related data such as session IDs, zip codes, or other form entry data. Your Omniture Implementation Consultant can help you design a URL filter that will eliminate user-related information from all URLs.

Pages that are tracked by URL (pageName is not populated - replace s_ with s. for H code), may also encounter issues if the page may be loaded under various domains or second-level domains (such as "http://mysite.com", "http://www.mysite.com", and "http://store.mysite.com/"). Since the base URLs are different, they are tracked as separate pages (and thus, as separate groups of links), both in SiteCatalyst and in ClickMap. The recommendation isto use page names to identify pages in order to avoid situations like this that will "split" the data on a single page into the various cases (http://mysite.com/, http://www.mysite.com/, etc.).

The current URL also affects relative links in the page, as well ("/directory/page.html"), and will "split" the links between "Page X" when it is loaded under "http://mysite.com" and when it is loaded under http://www.mysite.com/. Absolute links may be used in order to overcome this consequence (http://www.mysite.com/directory/page.html), or a server-side redirect may be used to ensure that a page is always loaded as http://www.mysite.com/ (redirects all traffic from http://mysite.com/ to http://www.mysite.com/).

URL Filters

Your Implementation Consultant will work with you to install URL filters when the query string is required for an appropriate level of uniqueness to identify pages. These filters must be applied to any portion of a URL (either the page's URL, or the links within the page) that may contain user-specific data (session IDs, zip code, login IDs, or other user-specific information passed in URLs or HTML forms when using the GET method).

NOTE: All user-specific query string parameters must be identified in order to create URL filters. A day's worth of server logs for all domains (sites) is often helpful to determine all of the unique query string parameters used. Optionally, if the SiteCatalyst Advanced Data Warehouse option is enabled, the data may be obtained by reviewing the previous day's log. This is preferable because it identifies all pages that are implemented with SiteCatalyst code.

IDENTIFYING INDIVIDUAL LINKS

Links are identified by a combination of data elements, including the page on which the link is located, the position on the page relative to other objects, the destination HREF, and type of link. However, on highly dynamic sites, ClickMap may not be able to correctly identify individual links if a large number of changes are made to a page.

Uniquely Identifying Links

SiteCatalyst provides a method to uniquely identify links regardless of the destination HREF of the link, or the link's position on the page. This strategy also supports browsers other than Internet Explorer. A specific variable is set in the "onclick" event in order to uniquely identify a link. This variable, "s_objectID", is tracked by ClickMap, allowing the link to be found regardless of how far the link moves on the page, or where the HREF (URL) points to, as shown below.

```
<a href="http://www.asite.com/somepage.htm" onclick="s_objectID='SS1234';">Some Site Link</a>
```

This code snippet allows the link to be reliably identified, and ensure the accuracy of reporting.

NOTE: The s_objectID is case-sensitive, so ..s_objectID=..A12345.. and ..s_objectID=..a12345.. will be considered to be different values:

- Whitespace can be between the '=' in an s_objectID assignment (e.g. , s_objectID<WS>=<WS>'value';)
- Quotes (single or double) MUST be used in the assignment for the actual ID (for s_objectID assignments).
- s_objectID assignments may be made anywhere within the onclick event, as long as they conform to the above specifications.
- Spaces may be used within any action (s_objectID or not), and they will be preserved correctly (i.e., s_objectID='Back Button';)

THE DYNAMIC OBJECT ID ASSIGNING FUNCTION

The s_objectID must be assigned directly or the ClickMap overlay will not function correctly. The Dynamic Object Assigning function assigns the s_objectID directly. This function is a custom JavaScript plug-in that your Implementation Consultant will add to your .js file. Use it in the following situations:

- When URLs are consistently over 100 characters in length, especially if the portion before the query string is over 100 characters. The Clean Page URL manager will strip the query string in most cases, which is why the piece before the query string is what matters.
- When the URL contains a session ID or timestamp that cannot be cleaned up by the Clean Page URL manager. This happens when there is no identifier for the session ID, for example, if the number in http://mysite.com/12345/home.html is a timestamp, then we have to use this plug-in.

CLICKMAP FOR OLDER PAGE VERSIONS

You can review the ClickMap reports on older versions of pages, or pages that have been discontinued altogether, if you have a copy of that page available to load in a browser. To provide copies of the page for this purpose, Omniture recommends that you periodically save key pages to a local directory or server. Use the "File > Save As..." feature within Internet Explorer, and save either as "Web page, complete (.htm or .html)" or "Web archive, single file (.mht)."

Omniture also recommends you include in the file name some designation as to the dates the page was active for your future reference. To view the metrics for the archived page, load it using the "File > Open" feature, then use the "Browse..." button to select the file from the directory or server from which it was saved. The HTML code of the saved page will contain the original URL from which it was loaded, enabling ClickMap to report metrics for the saved page.

NOTE: Do not save the view page source.

For pages that are highly dynamic, or contain sections that change from day to day, archiving of pages may be an effective method of using ClickMap to report these pages that change frequently.

The current URL filters in place at the time that the pages are viewed within ClickMap will be used. If the URL filters have changed since the file was saved, the filters will no longer be applicable to the saved page.

OTHER LIMITATIONS

If you have enabled any type of sampling for SiteCatalyst metrics, special consideration will be required in order to use the ClickMap plug-in. The ClickMap plug-in user must also be a part of the sample group for ClickMap reporting to function correctly. ClickMap uses the SiteCatalyst image request in order to identify the Report Suite ID and page name (or URL). If the image request has not been made (because the ClickMap user isn't in the sample group), ClickMap does not know which page or Report Suite is being viewed. Please contact Omniture Live Support for additional information.

PAGE-BASED PROCESSING

ClickMap will load the overlays after the <body> tag's "onload" event has been triggered, and all "onload" events have fired and the page has completely rendered. However, in some cases, other operations that complete after the "onload" event may need to use ClickMap's semaphore feature.

If the page includes JavaScript that modifies links or other content, it can set the "s_semaphore" <body> tag attribute to a non-zero value initially, and then set "s_semaphore" equal to 0 (zero) once it is complete (in the "onload" event function, for instance). ClickMap will wait to display the overlay until "s_semaphore" is 0. The <body> tag may initially be set as shown below (replace s_ with s. for H code)

```
<body s_semaphore=1 (replace s_ with s. for H code) marginwidth=1 marginheight=1 ... >
```

After the processing completes, set the "s_semaphore" variable to 0 (zero) in order to trigger ClickMap to begin displaying the ClickMap report overlays, as shown in the JavaScript statement below.

```
...
document.body.s_semaphore (replace s_ with s. for H code)=0;
...
```

PERCENTAGES AND MEASUREMENTS

There are a number of factors that may result in percentages of a metric not adding up to 100%, regardless of whether the metric viewed is Clicks, Orders, Revenue, or custom events. Here are some scenarios and instances that can result in less than 100%, or in a total that doesn't match related metrics (such as the total number of people that visit the page).

- In some cases, browsers other than Internet Explorer, Firefox, Netscape, Opera, and Safari are not reported. Although this is a small percentage, it accounts for some clicks and other metrics. Using the "s_objectID" within links to uniquely identify them addresses the browser reporting issue.
- Use of the "Back" and "Forward" Buttons, "Favorites," and "History" creates differences between the total number of page views and the total number of clicks from that page.
- User-specific links may create differences between total page views and total clicks from that page. An example is when a user name or identifier is in the query string, and is not correctly filtered (make certain all URL filters are set up correctly and take into account all query string parameters).
- Forms that allow the <Enter> key to be used to "submit" the form will not be measured by ClickMap. In some cases, form elements other than the submit button may be credited with the click instead.
- Customers may bookmark the shopping cart or checkout page and return in a different session. The total session revenue or orders would not therefore be equal to total links.
- Additional clicks may also be listed in the "Missing Links" screen. ClickMap does not measure visitors who leave the page by closing the browser, and accounts for some differences between total page views and the total number of clicks from that page.

VISTA RULES

The VISTA architecture allows both URLs and Page Names to be changed after the data has been received by SiteCatalyst. Because this data will not match the page names and URLs being sent by the ClickMap data collection, special consideration must be made. One potential solution is to use a duplicated report suite to send all unmodified data for ClickMap reporting. The entire site's traffic need not be sent to the report suite if only a few specific pages need to be reported via ClickMap.

Technical Sequence and Overview

ClickMap collects information from the web site's pages for each visitor and sends it to Omniture's data collection servers. The ClickMap plug-in relates the collected data to the page by matching the page name or URL to the stored data, and overlaying that data graphically over the web page in real time.

DATA COLLECTION

The steps to collect data for ClickMap are shown below.

- Data is collected by SiteCatalyst JavaScript by "hooking into" the "onclick" event for all clickable objects on the page (links, form input objects, etc.). The body's "onclick" event is used for this functionality, and will not interfere with individual object "onclick" events, nor other "onclick" event code in the <body> tag.
- Data is collected for all browsers (does not require a specific browser).
- URLs are filtered by the SiteCatalyst data collection servers if a URL filter has been set up, and generally removes session-specific or user-specific data from page and link URLs.
- VISTA rules may modify page names or URLs.
- The ClickMap data is loaded into the database, and indexed in real time.

DATA REPORTING

The steps to report data in ClickMap are shown below.

- The ClickMap plug-in is loaded into the browser.
- When a web site page is loaded, the plug-in begins to execute. If s_semaphore (replace s_ with s. for H code) is declared as a <body> tag attribute, and is set to a non-zero value, the plug-in waits for the value to be set to zero.
- If frames are used on the page that is loaded, ClickMap looks for a frame containing the SiteCatalyst image.
- ClickMap looks at the SiteCatalyst image. The primary fields it obtains from the image include Page name, URL, Report Suite ID, and character set used.
- Based on the Page Name, URL, and Report Suite ID, ClickMap requests the list of links from the SiteCatalyst databases via an HTTP request (this occurs through a secure API and requires authentication via the login).
- Once the link data has been received by ClickMap, the list of links is compared to the links on the loaded page. The "Search Intensity" setting is used to find the link by searching the indicated number of links above, and below, the position at which the object was last found. For instance, if the link was previously the 10th object on the page, and the search intensity is set to 8, then object 2 through 18 will be checked and will be considered a match if the URL, "action," and object type all match (the current page name or URL and Report Suite ID must also match).
- If an "s_objectID" attribute has been specified for a link, it can be matched exactly without a search, as long as the current page name (or URL) and Report Suite ID match.
- The unmatched links are displayed in a list that can be viewed with the Search Intensity setting, which may be increased to match more links, but the report speed will be degraded to a minor degree (the delay depends upon the number of links on the page).